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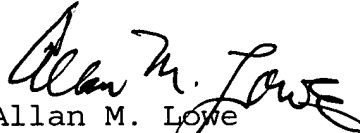
R E M A R K S

Claims 1, 7-9 and 14 have been amended for clarity and broader coverage. Claims 2-6 and 12 have been replaced by claims 23-27 for clarity and broader coverage. Claims 28-43 have been added to provide applicants with the protection to which they are deemed entitled.

To the extent necessary, a petition for an extension of time under 37 C.F.R. 1.136 is hereby made. Please charge any shortage in fees due in connection with the filing of this paper, including extension of time fees, to Deposit Account 07-1337 and please credit any excess fees to such deposit account.

Respectfully submitted,

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MARKED UP VERSION SHOWING CHANGES

IN THE CLAIMS:

Please amend claims 1, 7-9 and 14-22 as follows:

1. (Amended) A service delivery method comprising the steps of:

(a) [-] qualifying a user as authorised to benefit from [an instance of] a particular service[,] and thereupon storing:

- location data indicative of at least one location where service delivery is to be triggered, and

- a user-associated [service] instance of program code for implementing [element that associates the user and the] said particular service [instance for which the user has been qualified]; and

(b) [-] subsequently detecting a location match between the location of the user, as indicated by the location of a mobile entity associated with the user, and a location indicated by said location data, and thereupon initiating execution of the user-associated program-code instance to deliver [delivery] said particular service to the user [of the service instance associated with the user by the service instance element].

7. (Amended) A method according to claim 4 [6], wherein the user-associated program-code instance [token] includes user identity data and is digitally-signed by the party that carried out

the qualification in step (a) whereby the service provider system can check the authenticity of the user-identity data [in the token], the user mobile entity having an associated public-key/private-key pair and being required by the service provider system in step (b) to authenticate its identity by using its private key to sign and return data proposed by the service provider system.

8. (Amended) A method according to claim 1, wherein the user-associated program-code instance [service instance element] is a customization [includes customisation] of generic code for implementing the service [data customising a generic service to said service instance].

9. (Amended) A method according to claim 1, wherein in step (b) service delivery is conditional upon the user inputting a personal identification code.

14. (Amended) A method according to claim 1, wherein multiple user-associated program-code instances [service instance elements] associated with different [service] services [instances] to be delivered to the same user, are stored in a common repository.

15. (Amended) A method according to claim 1, wherein the user-associated program-code instance [service instance element] is passed by the party that carries out the qualification [step] to the user or to a third-party, the [service instance element]

program-code instance being digitally signed by the party that carries out the qualification step whereby to enable an eventual service deliverer to check the origin and authenticity of the user-associated program-code instance [service instance element].

16. (Amended) A method according to claim 1, wherein the current user location is provided to the entity carrying out location matching in step (b) by a trusted location service provider and is digitally-signed by the latter.

17. (Amended) A method according to claim 1, wherein the user-associated program-code instance [said service instance element] specifies a particular number of times (including only once) that [the associated service instance] it can be run.

18. (Amended) A service delivery system comprising:

- a location-description repository for storing location data;
- a [service-instance-element] program-code repository for storing at least one user-associated program code instance [service instance elements];
- a qualification subsystem for determining whether a user qualifies to benefit from [an instance of] a particular service, the qualification subsystem being operative, upon determining that a user is so qualified, both to store in the location-description repository location data indicative of at least one location where service delivery is to be triggered, and also to store in the

[service-instance-element] program-code repository a user-associated instance of program code for implementing said particular service [instance element that associates the user and the service instance for which the user has been qualified];

- a service execution environment for executing [service instances] user-associated program-code instances;

- a location-match subsystem for detecting a location match between the location of the user, as indicated by the location of a mobile entity associated with the user, and a location indicated by said location data; and

- a control arrangement responsive to the location-match subsystem detecting a said location match to initiate execution of the user-associated program-code instance to deliver said particular service to the user [service instance associated with the user by the service instance element].

19. (Amended) A system according to claim 18, wherein the location[--]_description repository is incorporated in said mobile entity associated with the user.

20. (Amended) A system according to claim 18, wherein the [service-instance-element] program-code repository is incorporated in said mobile entity associated with the user.

21. (Amended) A system according to claim 20, wherein the service execution environment is incorporated in said mobile entity

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associated with the user[, the service instance element taking the form of service instance code to be run in the execution environment].

22. (Amended) A system according to claim 20, wherein the service execution environment is separate from the mobile entity [and service execution environment] but can inter-communicate with the latter via a wireless infrastructure at least when the mobile entity is positioned to give rise to a location match, [the service instance element taking the form of a service token which] the mobile entity [is] being operative to pass the user-associated program-code instance to the execution environment via the wireless infrastructure upon occurrence of a said location match [in order to trigger execution of the service instance].